

The **REPORTER** *of Direct Mail Advertising*



WHAT I LEARNED ABOUT DIRECT MAIL
... FROM BABY CHICKS ... DURING JULY 1941

How to Plan and Produce *effective* Direct Mail Advertising

YOU WILL HAVE AT YOUR FINGERTIPS A GOLD MINE OF TESTED, PRACTICAL IDEAS

COMPLETE WITH SUGGESTIONS FOR PRODUCTION AND SOURCES OF SUPPLY

CONCEIVED to help improve the creation and production of direct mail, the Idea File was originally presented in 52 weekly units to 500 clients and friends of MAILINGS INCORPORATED. Details appearing in *Printers' Ink*, *Advertising Age*, *The Mail Order Journal*, *The Reporter of Direct Mail* and the *Bulletin of the Direct Mail Advertising Association* produced countless requests for individual units and for the entire series from points as far distant as New Zealand. Inquiries were discouraged because the File was expensive to produce and mail—but they answered, "We'll pay the cost." The 52-piece series encased in a convenient container is, therefore, being made available in a small, limited edition to qualified users of direct mail.

WHAT THEY SAY ABOUT THE MAILINGS IDEA FILE

Jules Boday of McCann-Erickson, Inc.—"Your Idea File is crammed full of ideas and information. It should be on the must list of anyone using direct mail."

Frank Egner of McGraw-Hill Book Company—"Mailings Incorporated is to be commended for doing a completely unselfish job in presenting an important array of direct mail ideas with instructions for production."

Nicholas Samstag of Time Magazine—"Your Idea File is invaluable as a means of surveying the field of format possibilities during the zero hour when the mailings are being born."

Spencer Armstrong of Wilfred Funk, Inc.—"... I honestly think it's a tea strike, a veritable blitz of ideas."

Henry Hoke, Editor The Reporter of Direct Mail—"I'm not trying to plug Lewis Kleid, but try to get his Idea File. It's the most courageous job of presenting a collection of unusual ideas, I've ever seen."

John Schwed of Julius Wile Sons & Company—"Your File stays in my desk where I find it extremely valuable for two reasons: First, it offers me a wealth of ideas when planning a mailing. Second, it helps me "sell" these ideas to the members of the firm who must pass and approve all advertising plans."

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"Mr. Kleid has handled approximately five million letters for us. He has presented many new ideas and all of his suggestions have been very practical and economical as well."

"We folks who have been in mail order work here in New York, for a number of years, have come to appreciate that more effective ideas have come out of the offices of Mailings Incorporated than probably out of any one other mail order service firm in New York."

"Mr. Kleid is one of the most capable promotion men I have ever met. If you enlist his services, I am confident that you will not only be fully satisfied with his achievements, but will quickly acquire a feeling of complete confidence and friendship for him."

*Excerpts from actual letters

JUST A FEW OF THE IDEAS IN THE SERIES

1—Jumbo typewriter giant letter 5—Illustrated letterheads 8—How to use carbon copies 15—Improved envelope designs 18—Photo stamps and stickers 20—Where and when to use gadgets 21—An automatic mailer 24—When to use blotters 26—How to write questionnaires 30—Personalization 31—Textured direct mail 32—Die-cuts and Pop-ups 34—Lists and where to get them 35—Labels and how to use them 36—Adding scents to direct mail 37—Mechanical bindings 38—Add color with silk screen

SEND NO MONEY. While complete sets last, we will send you a numbered, inscribed Idea File for your desk or cabinet containing the original 52 units, with complete instruction for production and sources of supply. **GUARANTEE:** Use the ideas in your work for ten days; study the suggestions; send for the many free items mentioned for your direct mail library; then, if you're not completely satisfied—if you don't get help worth many times ten dollars, return the File and the charge will be cancelled. **IMPORTANT:** You can use any part or all of the ideas, without permission, and you will never be solicited for business. Just write on your company letterhead. Without obligation, you will receive an Idea File by return mail for ten days free inspection.

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25 WEST 45th STREET • NEW YORK

AN ORGANIZATION FOR THE CREATION AND PRODUCTION OF DIRECT MAIL

WHAT I LEARNED ABOUT DIRECT MAIL ... FROM BABY CHICKS

A Report by HENRY HOKE

Atmospheric Prelude

During the last hot days of July 1941, *this reporter* attended the 25th Annual Convention of the International Baby Chick Association. This was the second year in succession that we have had the opportunity of meeting with and counselling a fine crowd of people who are perhaps, as a group, the largest and most consistent users of Direct Mail. Because an analysis of mail selling technique in the baby chick industry gets down to the basic fundamentals of Direct Mail, we devote the major portion of this issue of *The Reporter* to a description of the Baby Chick Clinics. The conclusions reached and the formulas developed at Kansas City can be applied by the majority of users of the mail.

Few readers of *The Reporter* are engaged in hatching or selling baby chicks. As you read this report . . . try, in your own mind, to eliminate the words "baby chicks" and substitute your own product or service. Even though the material is elementary . . . described in A.B.C. fashion, try to realize that most of us engaged in the Direct Mail business become so involved in the hocus-pocus of advertising high-hat-ism, that we forget the simple and sensible rules.

If you want to remain high-hat, you may as well stop right now. If you want to participate in a very commonplace and folksy discussion of Direct Mail fundamentals . . . here are a few facts to put you in the right atmosphere.

The International Baby Chick Association is one of the largest associations in the country. Its membership consists of a conscientious, business-like group of people from all sections of the country who are primarily in the business of hatching baby chicks for immediate sale and delivery to rural purchasers who then raise the chicks for egg and poultry sales. Some hatcheries do a nation wide business by mail entirely. Some hatcheries do a strictly state or limited mile radius business, with a varying "fifty-fifty" split between retail and mail delivery. Others concentrate on retail (over the counter or "drive-in") business. But all of them depend almost entirely on Direct Mail to bring customers to hatcheries or to get orders for mail shipments. Local radio, billboards and country papers get a small share of the advertising dollars.

The industry has grown tremendously. Annual sales volume reaches staggering millions of dollars. No one dares estimate the paper, envelope and printing volume used in promotion. Very few cities in the country can accommodate the Baby Chick Convention because it requires an enormous auditorium for the mammoth exhibits and meetings, plus accommodations for five to six thousand registered delegates. Some of the individual exhibitors, such as a 75,000 egg capacity incubator manufacturer, require as much floor space as is occupied by all the exhibits at an average convention.

The delegates to the International Baby Chick Convention come to work, rather than to play. It's a friendly, temperate, family affair. The working fathers and mothers bring the children along to help learn new developments in a highly specialized and technical field. Most of the delegates make a systematic canvass of every commercial exhibit and they attend the general sessions and departmental clinics with a nearly fanatical fervor. In the past, production problems such as incubation, sexing, breeding, disease prevention, etc. have received major attention. Study of sales technique was negligible.

The International Baby Chick Association is perhaps the best operated association in the country. It has had the same Executive Secretary since the first day of its existence. (He is the man, believe it or not, who wrote and pushed through the original parcel post law.) A highly trained and efficient staff provides a continuous helpful service to all members. The Association spontaneously receives its deserved recognition for being the stimulating force behind the growth of the industry. Anyone in the hatchery business who doesn't belong to the Association is suffering from something or other too serious to mention.

The Annual Baby Chick Convention is the smoothest running convention ever visited by *this reporter* (who has staged 50 conventions himself and who has visited or attended

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altogether too many conventions in the past twenty years). No hitches, no hair-pulling, no confusion. The Directors of the International Baby Chick Association *actually work*. Most of them arrived in Kansas City three or four days ahead of the convention. Big leaders of the industry such as Hugh Gordon (past President) of Iowa; Fred Cockell (new President) Oregon; Turner Mills (Vice President) Illinois; L. E. McConkey (retiring President) Oklahoma, etc., took off their coats, rolled up their sleeves and worked like truck-horses helping the exhibitors to get ready for the opening curtain on July 21st. A fine display of teamwork . . . and from the opening curtain there wasn't one apparent loose end or discordant note. (Unless the crowing of proud prize roosters and the cheeps of countless chicks annoy you.)

Into this atmosphere of cooperation, efficiency and thoroughness . . . steps a Direct Mail man to tackle the job of counselling the individual members of the Association on their mail selling strategy. Thousands of letterheads, envelopes, letters, booklets, circulars, broadsides, catalogs had been submitted in advance.

For two hours each afternoon we attended an open Clinic Session, with questions and answers and criticisms of individual pieces. The rest of the time we were available for private consultation. On the final day (Friday, July 25th) we presented to the general assembly a summary of the findings and experiences of the week. It's an unusual experience and an unrivaled opportunity to re-learn or relive the real fundamentals of Direct Mail. With this atmospheric prelude . . . you may now proceed with the A.B.C.'s of Direct Mail for the hatchery industry.

Who would have thought that you . . . you big strong advertising men you . . . could learn about Direct Mail . . . by studying fluffy, funny BABY CHICKS?

A DIRECT MAIL CLINIC

A long story, but we dare you not to read it.

"I'm thinking of buying a hundred baby chicks. What have you got to offer?" This reporter walked down the center aisle of the meeting room and asked that question of an unsuspecting hatchery man . . . as a surprise shot in the opening clinic on Direct Mail at the Baby Chick Convention.

The delegates had just completed a sales clinic . . . on best methods of appealing to retail customers who visit the hatchery. There had been long discussions on the advantages of having a neat and tidy hatchery . . . on keeping surrounding landscape "beautified." A well painted building is essential. Attractive signs are necessary. There should be a good display of baby chicks. The floors should be clean. The whole place should be "sweet smelling." The salesman on duty should know his business and should understand good sales strategy. He should be neat . . . a good talker . . . a friendly sort of person. Dick Borden, Kenneth Goode, Elmer Wheeler, Zenn Kaufman, Jack Lacy and other professional sales teachers would have gotten a wallop out of that meeting. It was swell.

So . . . we decided to start the Direct Mail Clinic exactly like the Sales Clinic. "I'm thinking of buying a hundred baby chicks. What have you got to offer?"

The first hatchery man so questioned was startled . . . and slightly embarrassed.

But he stood up and gave a sales talk. He told us in simple straightforward terms the reasons why we should buy a hundred baby chicks *from him*. Then we went to another person in the audience and asked the same question. All around the room we wandered, asking the same ques-

tion and getting a friendly brief reply. Everyone was in a good humor. And most of them called me "Henry." One fellow wise-cracked "I wouldn't sell you a hundred chicks, Henry, because you'd lose 'em. Can't risk my reputation selling chicks to folks who don't know how to raise 'em."

A kindly, silver-haired lady leaned over the box railing at the side of the room and explained exactly why I should buy from her. She'd help me learn how to raise 'em. Smiles . . . short sentences . . . simple words . . . clean-cut definitions . . . good humor . . . and good sense.

Then, changing the scene, *this reporter* walked to the head table and put his query to the Chairman. "I'm thinking of buying a hundred baby chicks. What have you got to offer?" The Chairman replied: "Dear Mr. Boxholder." Then (by previous arrangement) he read the first paragraph in a form letter sent out by one of the hatchery people in the audience. He read it with pompous dignity . . . no smiles . . . no friendly personal contact.

Master-Mated chicks from America's finest egg and meat strains open a new doorway to profits! Master-Mated chicks are the result of a program in effect since 1924. This program consists of scientific selection and mating of breeding birds in our personally supervised flocks, plus consistent introduction of trapnest-pedigreed bloodlines from the country's leading specialty breeders. Such a program, as you will readily recognize, is bound to aid in developing better health and livability in both chicks and mature birds, fast growth, early maturity, high flock average production and large, top-quality eggs.

(Can you imagine one of the fellows in the audience getting up and *talking* that way?)

The co-Chairman was asked: "I'm thinking of buying a hundred baby chicks. What have you got to offer?"

He picked up another hatchery letter and read in a stilted manner:

To our poultry friends: Another spring is near at hand, and springtime on the farm means baby chick time. We are sending you this little folder now to acquaint you with the Little Falls Hatcheries and our Master-Bred Chicks and Bronze Turkey Poults.

Another query to the Chairman . . . and he read from the introduction on first page of a catalog.

To our patrons and friends: In presenting you with *our* annual catalog, *we* do so with pleasure, as *we* have the finest stock this year that *we* have ever offered. Each year *we* try to improve *our* stock and please *our* customers. *We* try to treat all *our* customers in a fair manner and give them the best value for their money. By adhering to this rule, *we* have built up one of the largest Baby Chick businesses to be found anywhere in the middle west. *We* have spared neither time or money in securing the best breeding stock obtainable, and *our* prices are way below breeders with inferior quality. *We* started in a very small way in the poultry business, but by honest methods and fair dealing, *our* trade now extends to every state in the union.

(The italics are our's . . . 14 selfish pronouns in one paragraph.)

Now back to the co-Chairman. He read the first *printed* paragraph on the first inside page of a booklet.

A personal message! We sincerely wish to thank all of our patrons and customer friends numbered among the hatcheries, breeding farms, commercial egg farms, broiler plants, and general farmers, distributed throughout the United States and Canada, for their generous patronage and their personal messages of appreciation.

That's enough for here! The delegates understood . . . and laughed at each succeeding first paragraph. Here was a crowd of friendly people. When ten individual hatching experts in the room were asked to answer questions about their business . . . to get up *without preparation* and make a sales talk . . . they were natural, humorous, brief and clear. They were talking to me as a person . . . as an individual . . . as a prospective buyer of their product. When they heard the *opening paragraphs* of the

advertising material which some of the same people had written and sent through the mails . . . the difference in tone and approach was astounding . . . and ridiculous. They talk naturally when face to face, but when they grab a pencil or typewriter to *write* their sales story, they freeze up and forget to be conversational.

Ruffled feelings were smoothed by telling these hatchery people that they were not the only culprits. This same situation exists in nearly every other industry. The advertising manager or the copy writer goes high-hat when he knows that his words are going to be put in print and sent to an unknown and unnumbered quantity of people. The people on the mailing list are not considered as flesh and blood individuals. (Old stuff . . . but still true.)

An Outline for Discussions

After a preliminary study of all the hatchery specimens submitted, the mail selling problems of the hatchery industry resolve themselves into two natural divisions:

First: Mechanical or appearance problems.

Second: Planning or copy problems.

Notes on the first division:

A majority of hatchery people have failed to keep in step with modern design. Hatchery owners are still using old-fashioned letterheads, old-fashioned typography, sloppy processing . . . when the market they must reach has become educated (by travel, by radio, by the better magazines, by high-class Direct Mail) to the *best* of modern design.

I've heard so-called advertising experts say that the farm market must be appealed to with cheap literature . . . but I don't believe it. I pictured a typical prospect, with a few minutes leisure time, reading one of the well known national magazines . . . possibly looking at a well designed, clearly written, full-color-illustrated advertisement. The mail comes in and she stops a moment to open it.

And we held up for inspection a typical circular which she might be opening. A shoddy, unattractive piece of mail; old-fashioned type arrangement printed on cheap paper; too many headings, poor illustrations, nothing in it whatsoever to cause this modern woman to lay aside the glamor page and rush to the post office to order a hundred baby chicks from such and such hatchery. The first major step in the hatchery business, as in any other business, is to make the Direct Mail appealing by making it attractive and wholesome in appearance. (Of course, you hecklers, we realize that *classes and areas are different*. The problem has to be faced in each individual case . . . with good sense.) We also realize that a few of the prosperous hatcheries are doing a bang-up job of promotion. My job is to help those who don't know how.

The second mechanical problem concerns *distinctiveness*.

An examination of hundreds of hatchery circulars, broadsides and catalogs, disclosed the sad fact that almost everyone in the business is copying format and appearance from competitors. Circular after circular, broadside after broadside, catalog after catalog look similar to the mailing pieces issued by hatcheries, fifty, one hundred, two hundred or five hundred miles away. Stock formats, stock cuts, stock description of breeds, stock phrases. Most of them *look the same* . . . when each person in the hatchery business should try to make his or her mailing pieces reflect the *personality* of the person or company doing the selling job.

Again we smoothed injured feelings by telling them that hatchery operators are not alone in this violation of the rules of Direct Mail. Go to a convention of industrial advertisers! Go to a convention of insurance advertisers, or vending machine manufacturers, or hotel salesmen, or what have you . . . and you'll find that the majority of

competitive booklets, folders, broadsides, or catalogs resemble each other in format and appearance . . . *even wording.*

The third problem from a mechanical or physical angle concerns *consistency*. Hatchery people have failed to realize that in their sales promotion efforts they should create a feeling of a "family motif."

After examining hundreds of pieces of hatchery Direct Mail, we found that very few sales promotion campaigns are planned as a unit or as a complete comprehensive picture. That is, the letterheads are purchased from one printer . . . "at a price." Another printer sells "a booklet." Someone has a good idea for a catalog and that is rushed through. The shipping label is ordered from a label manufacturer or it may be a "gift" from some supplier. Boxes come from someone else. There is no *family resemblance* between the various promotion pieces purchased and used by a given hatchery. And, boys and girls, the hatchery business isn't the only culprit.

I asked three or four hundred hatchery people how many of them planned to set aside a certain definite sum to spend on advertising each year and how many of them planned their Direct Mail in entirety for a definite period in advance. Only ten people raised their hands. I asked them to consider this third mechanical difficulty as one of the most important objectives for the coming year. Make a list of all required sales promotion material, such as letterheads, envelopes, mailing cards, invoices, order acknowledgment forms, shipping labels, shipping boxes, circulars, folders, broadsides, bulletins, price lists, catalogs, etc. And then . . . create, personally or with the help of an artist, a designer, a printer, an advertising agency (or even a daughter just home from college), a modern, distinctive appropriate *family design* for all elements in the sales promotion schedule. The family

motif may be dramatized or personified by a distinctive or unusual paper, color of ink, trade-mark, slogan, size, shape, or style of type. The possibilities are unlimited (see *Reporter* survey, March 1941, on unusual Direct Mail).

The one sensible rule for the coming year . . . so far as physical or mechanical Direct Mail angles are concerned . . . should be:

DON'T COPY FORMS AND STYLES FROM YOUR COMPETITORS. DON'T DO SOMETHING JUST BECAUSE EVERYONE ELSE DOES IT.

Notes on the second division. The planning or copy angle.

The experiment of asking ten people "I'm thinking about buying a hundred baby chicks. What have you got to offer?" demonstrated that hatchery people talk in a conversational, friendly, straight-forward manner. Analysis of hundreds of pieces of hatchery advertising showed that most of the copy is not well planned in advance and that it does not sound like natural conversation. Our advice on the copy angle can be summarized as follows: Avoid . . .

- (a) Long-winded, impersonal copy.
- (b) Exaggerated statements.
- (c) Trite phrases.
- (d) Illogical reasoning.
- (e) Boastful or selfish slants.

For example:—one hatchery circular (a self-mailing device) carried on its cover this startling heading "The Only Chick Sale of Its Kind" and underneath a picture of some baby chicks the subhead, ". . . and Sensational News about Bigger Egg and Poultry Profits!"

Turn to the first inside page and there is a story about the expected boom in the egg and poultry business. A block at the bottom reads "You've never seen a chick sale like this."

Open the circular again to the double spread and it's packed full

of small type, explaining "A Completely Differently Sexed Chick." Open the many folded piece again to its full sheet size of 18" x 24" and this area too is packed full of small type about new kinds of white leg-horns, about crossbreeds, about purebreds, and what have you, and not a word to prove, describe or dramatize the title of the piece "The Only Chick Sale of Its Kind." The copywriter became so involved in complicated discussions and in getting his money's worth of printed words to the square inches of paper available, that he completely forgot the idea he started out to sell.

That one folder illustrates better than any hypothetical case the necessity of avoiding (a) long-winded copy, (b) exaggerated statements, (c) trite phrases, (d) illogical reasoning and (e) boastful or selfish slants.

Another example: A while back we mentioned that the Chairman of the Direct Mail Clinic read from the first "Introduction" paragraph of a hatchery booklet. In addition to the paragraph quoted, there were 27 more lines of introduction. 37 lines of copy. We counted exactly 42 appearances of the words we, my, our, us, I and me. Think of that! Forty-two selfish pronouns in 37 lines of so-called selling copy. How can anyone expect a prospective customer to be interested in a sales talk which is written entirely from the seller's rather than the buyer's point of view?

This whole discussion boils down to one simple fact of life about selling. That fact is as old as the hills.

The customer is the most important person in the world. You are the most important person in the world to you. I am the most important person in the world to me. When writing Direct Mail, talk about the most important person in the world to the fellow who is going to read the mailing piece. Don't talk about yourself. Talk about the customer.

So far as copy is concerned for the hatchery business or for any other

business, there is one simple rule which everyone should follow.

In writing copy for your letters, broadsides, booklets, folders, catalogs or what have you, think of that copy as a TALK you are having in your store, in your factory, in your hatchery or in your prospect's home or office. Write as you talk. Describe in simple A. B. C. fashion. Eliminate useless words and phrases; objectionable phrases; improper or illogical arrangement of words.

* * *

That was the general outline upon which the discussions at the Baby Chick Direct Mail Clinic were based . . . discussions which developed into a more or less friendly cat and dog fight with questions and answers, and criticisms of individual pieces.

A hard-boiled, critical clinic is a whole lot more helpful than a stuff-shirted speaking session which praises and pats on the back the so-called "successful Direct Mail." Get down to brass-tacks. Lay out the envelopes, the letterheads, the letters, the circulars, the broadsides, the folders and the catalogs. Pick out the weak spots. Show how the weak spots were caused by not following simple rules of good selling and good advertising. Toes will be tramped on . . . but all bruises heal eventually. (Later developments indicate that some of the advertising experts present did not approve of the "Hoke technique." It was "too rough." Perhaps it nicked a few well sharpened axes. Huh?)

THANKS

We thank Reese Hicks and his remarkable staff, the Directors and members of the Association, Barney Allis and Carl Gebhardt of the Muehlebach Hotel; Happy Comstock and the members of the Advertising Club; Earl Deputy and the members of the Kiwanis Club; the Lloyd Larsons of Mankato, Minnesota; Karl Koerper (and Ferol) of Station KMBC; Herb Bonig of the Chamber of Commerce; John Englebrecht of Keller-Crescent; Verne Childs of American Automatic Typewriters; bell boys, waitresses, policemen, taxicab drivers and all other exponents of "heart-of-America" hospitality . . . for making our stay in Kansas City so pleasant and memorable.

NOW . . . The A.B.C. Formulas

(See Center Spread for illustrations)

After four days of individual counselling and critical clinics . . . *this reporter* approached the final day with some hesitation.

How could we, in 30 minutes time, summarize the experiences of the week, the questions and answers, the arguments . . . and boil the whole thing down into a simple, workable set of positive rules which these hatchery owners could take home with them . . . and put to work? How could we give *encouragement*, rather than criticism? I was confused.

So, let's attend the Annual Banquet of the International Baby Chick Association. About 1,500 people were seated in the beautiful arena of the Kansas City Auditorium. Reese Hicks and Carl Gebhardt of the Muehlebach served the most unique meal. Months before the convention, Reese and Carl arranged with a leading hatchery to incubate 1,500 eggs of an identical choice breed. 1,500 identical baby chicks were hatched all at the same time. They were raised in special brooders and pens and were all fed the identical kind of choice feed. They were dressed at identically the same time. They were cooked in identically the same way. Every person who attended the Baby Chick banquet was served what amounted to an identical chicken. Tender, juicy . . . melted in the mouth. How many cooks plan a meal that carefully? How many advertisers plan that far ahead?

There are no speeches at a Baby Chick Annual Banquet . . . just entertainment. There is an excellent school of dancing in Kansas City . . . with a strange technique. Instead of every girl in the line making the same motions, each one does something different. The stage becomes a mass of whirling, twisting, tum-

bling individual characters. At the climax, the confusion moulds into an orderly synchronized motion.

Right then, the idea for the Friday morning summary came out of thin air and I rushed back to the Muehlebach Hotel to go to work. Finished the job by 4 o'clock in the morning . . . and at 10 o'clock appeared on the platform with ten hand lettered cards under my arm. After reading card No. 1, we asked one of our friendly "hecklers" of the week to criticize or approve the formula stated. As each card was read, another "heckler" was called from the audience. Nearly everyone agreed that the ten formulas were basic and fundamental for the average procedure in the average business. Some opposing views . . . some confusion. Each thinking about his own problems.

Then, for a synchronized climax, we asked the ten "hecklers" to rearrange their position on the stage according to numbers which appeared on the *back of the cards*. As they reshuffled themselves, our advice was—

"Go back home and put these ten formulas to work. Start with any one, two, three or all of them. You don't have to use them in any given order. You can shuffle them around and you'll probably be all confused for a while. But when you get all of them going, they will spell more BABY CHICKS."

And, that's what the first oversized initials of the cards *spelled*.

In the center spread of this issue of *The Reporter*, we have pictured, with the help of Lloyd Larson's art department, and the photographer for the *Poultry Supply Dealer*, the presentation of the ten formulas.

To make this report complete, here is a brief description of the discussion.

(Continued on next page)

TEN FORMULAS FOR MAIL SELLING

1. **A**ppreciate Modern Design

Use it intelligently to get favorable attention.

Get away from cheap, shoddy, unattractive designs and materials. Make your sales promotion pieces attractive . . . without necessarily being extravagant, flamboyant or high-hat.

(We suggested to the hatchery men that they might devote their time to the mechanical details of the hatchery business, and leave the purchasing of sales literature to their wives. The women, with an inborn sense of color values and good taste, would never stand for the terrible atrocities in letterhead, envelope, circular and catalog designs . . . now so rampant.)

2. **B**e Different

Find your sizzle and dramatize it. Don't copy competitors' layouts and forms.

Every business, no matter whether it's the hatchery business or not, can find the one dominant theme or selling idea. That dominant theme can be dramatized in design. It is not necessary to copy competitors layouts, copy and forms.

For example: There is a hatchery called the Silver Lake Egg Farm & Hatchery. Not a single sales promotion piece submitted by that hatchery contained the semblance of silver ink. The shipping labels were printed in an indifferent blue. The letterheads were of a different color. The catalog used other colors. If *Silver Lake* is the name, and if it's important to emphasize that name and make it stick in the minds of customers and prospects . . . why not *dramatize the name* with the simplest Direct Mail device in existence . . . color. Use *silver* ink. Another example: Land-O-Lakes is the name of a hatchery in the Northwest. Someone sold the

owner on a fairly expensive four color circular. There's a complicated bird's-eye view of an extensive farm area. Transposed on top of this beautiful view is a kneeling figure of Minnehaha (we suppose). Minnehaha is holding in her extended hands a box of baby chicks. The box is labeled Land-O-Lakes Chicks. Here's the joker. There isn't a suggestion of a lake in that expensive four-color bird's-eye view of landscape.

Another example: The Golden Rule Hatchery in Kansas has on its letterhead two baby chicks fighting for a worm. The name of the hatchery is in a curved arch at the top of the letterhead. Why not dramatize the name of the hatchery with a *Golden Rule*? And why show two chicks fighting for a worm, when that scene doesn't tie in with the name?

In other words, find the *sizzle* that makes your business, your company, your name, your location, your breed, or your offer different from every one else in the business . . . and then use the style of Direct Mail that will *dramatize that differentness*.

3. **C**onsistency Pays

Make each promotion piece resemble your "family motif."

That is, make your letterheads, envelopes, catalogs, booklets, folders, price lists, shipping labels, invoice forms, your boxes, your delivery trucks, your retail store fronts, your signs . . . every element of your sales promotion . . . look like they all belong to the same family. You don't have to be tiresome about it. You can change and improve. But you can create a quality or style or sense of good taste that will be indicative of your business whenever any element of your sales promotion appears.

That may sound too simple. Or is

it too complicated? The majority of Direct Mail people violate this simple rule. Every advertising man knows that the repetition of an attractive design or appeal breeds familiarity and eventually lessens sales resistance. So be consistent in planning a continuous mail promotion. If you are selling Broad Breasted Bronze Turkey poult, for example, put the *bronze* across with bronze color schemes for all your pieces. Dramatize the *broad breasted* feature rather than the pretty farm on which they are raised.

4. **B**e Sensible

- A. Plan your years program ahead.
- B. Cull your mailing lists.
- C. Hit oftener—and better.
- D. Develop sales program as carefully as you plan or handle production details.

If Direct Mail programs were planned in advance, there would be more family resemblance between the pieces. There would be less waste.

Most of the people in the hatchery business who consulted me were using mailing lists that were *too large*. They were putting their eggs all in one basket . . . with too costly mailing pieces mailed to too large a prospect list at too infrequent intervals.

One hatchery man brought around a 16-page catalog and showed us his dummy for the next issue which would be of 24 pages, ("so that he could save on reduced postage rate"). He had a 10,000 mailing list. We proved to him in dollars and cents that he would spend more on printing and mailing the additional eight pages than he would save on the difference in rates between a 16 page catalog and a 24 page catalog. But some printer had sold this hatchery man on a "brand new idea" for saving money. When we found out that this particular hatchery man was spending most of his advertising appropriation on his 16 page catalog to 10,000 people, we advised him to cut down to 2 and 4 page descriptive folders mailed to a much smaller list with personalized letters four or five times

a season. (Don't you folks know that tests in Mail Order field prove that a letter and a circular pull better than either a circular or a letter mailed alone?)

One hatchery man from California reported during the interview on the platform that he took the advice given in St. Louis last year; went home and cut his mailing list down from 3,000 unknown, nondescript prospects (taken from phone book) to 500 A-1 known prospects. Instead of mailing one catalog or broadside each season, he made six simple, homely and human shots which resulted in a greatly increased business, with returns directly traceable to the series of mailings.

Be *sensible* in your Direct Mail work. Don't fly off the handle and spend all of your year's money on a single mailing piece. Don't think you have to write to everyone in the county or the state or the nation. Pick out the best *known* prospects. Cut the mailing list to the bone. Hit the known prospects with sensible regularity. Many users of Direct Mail could well afford to analyze present technique and compare it to this formula. You might be surprised. (Some of our printer friends may develop a serious hemorrhage at about this point. If they do, we'll give them some sound advice in a secret session.)

5. Cut Non-Essentials

Use A. B. C. style of presentation to make story clear, concise and condensed.

The majority of hatchery advertising . . . well, the majority of Direct Mail . . . is too goll-darned complicated. Folder after folder in the hatchery business . . . sound exactly the same. Long-winded description of breeds, which were copied out of the encyclopedia or from competitors folders. Almost all the catalogs and folders have too many recognizable stock cuts . . . used probably just because the cuts were available. Almost all the folders or circulars which use two colors, have an *overabundance* of the second color. Someone gets the idea to use a second color, and then because additional

spots of it "do not cost any more" the second color is spread all over the map. One circular analyzed had 12 color headings on a single page spread. There were so many spots of so-called dramatic interest that the eye could not focus on any one.

Our advice to hatchery people and to business people in many fields of endeavor, is to *simplify the approach*. Cut out the non-essentials. Cut out long-winded copy. Realize that you are competing with screaming headlines and rapidly changing world events. Organize your material in A. B. C. style. Make the story clear, concise, condensed. I like the style now used by a California hatchery which formerly used a more complicated style of Direct Mail. The owner is now using a simple series of mailing cards, going to carefully selected prospects in a definite trading area. The copy may not be the best copy in the world, but it's simple, straightforward, human and it cuts out the non-essentials.

He asked you to do it—not personally, of course . . . but the President of the United States asked every one who could do so, to raise more poultry during the next year at least. This is to provide more food, a shortage of which is predicted. However, in raising chickens, even for your own use, you will help yourself because chickens and eggs will be high in price. The Government has set a floor on prices of poultry products for the next 15 months.

We have Baby Chicks every week, and at most times have started chicks. All from blood-tested stock, well mated and scientifically hatched.

White Leghorns, R. I. Reds, Barred Rocks and New Hampshires. Orders filled promptly at very reasonable prices. Special discount on orders booked 30 days in advance.

Then the name and address—nothing more. That is cutting out non-essentials. And effectively.

6. Humor Packs a Punch

Don't be a sour puss . . . but don't be too gay!

In analyzing hundreds of pieces of

hatchery advertising, we were amazed at the nearly universal absence of any kind of humorous approach. In the first day's experiment of trying to buy a hundred baby chicks, all of those questioned were humorous or smilingly friendly in their personal contact. In fact, the whole crowd at the Convention was a humorous, friendly, joke-cracking bunch of people. And yet, most of the printed sales promotion was stodgy, stilted, boring. Some of it was downright crude. Some of it approached high-hat-ism.

In just a few rare instances we found a touch of humor.

Roeder's Hatchery in New Ulm, Minnesota have a trade name for their breed called "Silver Cup Chicks." Worked into the company name on the letter head is a funny looking little chick walking along carrying a silver cup under its wing.

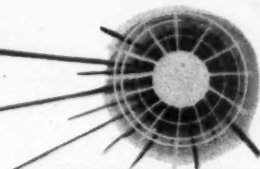
A sense of humor is needed in the hatchery business just as it is needed in many other lines of business. We are not suggesting that you clown with or poke fun at your customers

(BABY CHICK story continued on page 15)

SEE NEXT PAGE ➡
for explanation of following listing

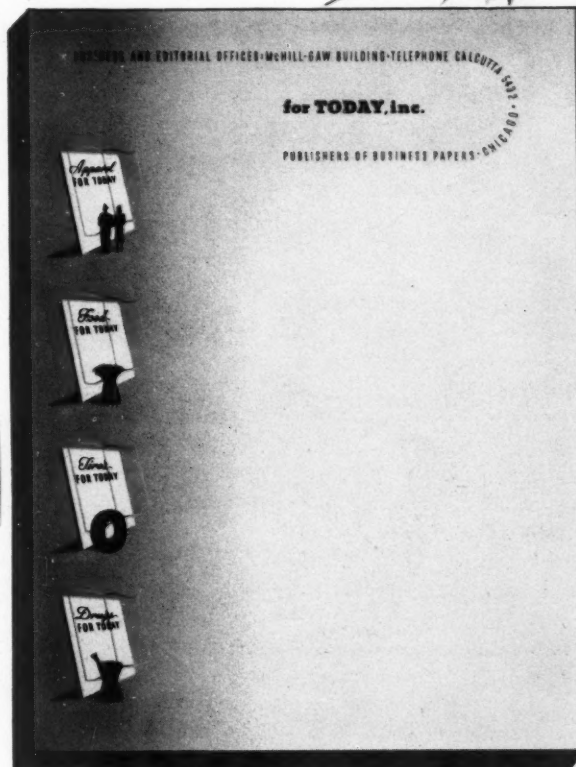
ALABAMA: *Selma*—Dement Printing Co. *Tuscaloosa*—Weatherford Printing Co. ARIZONA: *Phoenix*—Acme Printing & Litho Co., Arizona Blue Print Co., Phoenix Arizona Engraving & Litho Co. CALIFORNIA: *Bakersfield*—Merchants Printing & Litho Service. *Fresno*—Progressive Printers & Litho Co., Thomas Lithograph. *Los Angeles*—Los Angeles Downtown Shopping News, Neuner Printing & Litho Co. *Pomona*—Progress Bulletin Litho Co. *Riverside*—Goodspeed's Litho Co. *Salinas*—Myrtle's Printing & Lithographing Co. *San Francisco*—A. Carlisle & Co., Colorgraph Corp., Charles Conlon Printing & Litho Co., Duffer Printing Co., Litho-Print Press, Litho Type Process, McLelland Printing & Lithograph Co., Modern Lithograph & Reproduction Co., Louis Roesch Printing & Lithographic Co., Williams Lithograph Co. COLORADO: *Colorado Springs*—Holly Sugar Co., The Lithographic Press. *Denver*—Bowen Publishing Co., Bradford Robinson Printing Co., Colorado Blue Print & Supply Co., A. B. Hirschfeld, Nelson the Printer, Publishers Press Room, Rocky Mountain Bank Note Co. *Pueblo*—Rocky Mountain Bank Note Co. ILLINOIS: *Chicago*—Advance Lithographing Co., Blackhawk Printing, Buckley

Light Up Your Letterhead!



Here is a rare combination of completeness and beauty simply and forcefully projected in a letterhead. The illumination is exceptionally strong though contrasted with a soft background. A wholly practical letterhead with ample display and unusual visibility; yet there is no undue prominence, because of the use of one color.

Light, and the realistic use of it in Lithographed letterheads, effected by illumination, is the new and practical theme of a new book by Dale Nichols, titled "Light Up Your Letterhead." The "For Today" letterhead reproduced here in miniature is one of many demonstrated in full size and color by lithographers who are using "Light Up Your Letterhead." You can take full advantage of this new and striking theory of letterhead design by getting in touch with any of the lithographers listed on the adjoining page and below.



Dement & Co., Chicago Planograph Corp., Cooney Litho & Printing Co., Fleming-Potter Co., Good Impressions, Inc., W. H. Greene Co., Huron Press, D. F. Keller Co., Magill Weinsheimer Co., Rand McNally & Co., Rayner Litho Co., Redson Rice Corp., Rosenow Co., Roto-Lith Co., Sheldon Printing Co., The Mart Printing Co., Walgren Printing Co., Wallace Press. *Monmouth*—Fleming-Potter Co., *Oak Park*—Offset Printers, Inc. *Peoria*—Fleming-Potter Co. *INDIANA*: *Evansville*—Stones Printing & Litho Co. *Indianapolis*—Allied Printing Service, Studio Press. *Muncie*—Nation-Robinson Printers, Inc., Scott Printing Co. *KANSAS*: *Hutchinson*—The Hutchinson Office Supply Co. *Topeka*—H. M. Ives & Sons. *KENTUCKY*: *Louisville*—Commercial Litho Co., Fleming-Potter Co., The Standard Printing Co. *MINNESOTA*: *Minneapolis*—Bureau of Engraving, Inc., Burgess Beckwith Co., Colwell Press, Harrison &

Smith, Morgan Printing Co. *Virginia*—W. A. Fisher Co. *MISSISSIPPI*: *Hattiesburg*—Dement Printing Co. *Meridian*—Dement Printing Co. *Tupelo*—Dement Printing Co. *MISSOURI*: *Kansas City*—Ad. Art Printing & Lithographing Co., Commercial Lithographing Co., Greiner-Fifield Litho Co., Jones & Co., La Rue Printing Co., Midland Lithographing & Label Co., Norman Williams Litho Co., Vile-Collier Printing Co. *NEBRASKA*: *Omaha*—Klopp Printing

& Lithographing Co. *NEW YORK*: *New York City*—H. F. Birgel & Sons, Inc., Enright Litho Co., Le Huray & Co., Inc. *OHIO*: *Cleveland*—The Brooks Co., The Cleveland Lithograph Co., The Crane Howard Lithograph Co., The Great Lakes Lithograph Co., D. E. Robinson Co. *Fastoria*—The Gray Printing Co. *PENNSYLVANIA*: *Pittsburgh*—Arrow Press Corp., Republic Bank Note Co., Liberty Show Printing Co. *TENNESSEE*: *Nashville*—Cullom & Gertner Co., Foster & Parkes Co., McQuiddy Printing Co. *TEXAS*: *Fort Worth*—Marvin D. Evans Co. *VIRGINIA*: *Richmond*—Everett Waddy Co. *WISCONSIN*: *Appleton*—Badger Printing Co. *Eau Claire*—Johnson Printing Co. *Green Bay*—Green Bay Engraving Co. *Milwaukee*—Gugler Lithographic Co., W. A. Krueger Co., Mandel Multitone Corp., R. & L. Litho Corp., E. F. Schmidt, Wetzel Brothers. *Wisconsin Rapids*—Fey Publishing Co.



FOX RIVER PAPER CORPORATION

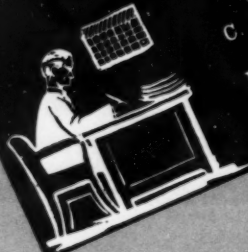
Appleton, Wisconsin

The **ABC**'s of Hatchery Adver

TEN FORMULAS FOR BETTER SELLING BY MAIL

Be Sensible

- A. Plan your year's program.
- B. Cull your mailing lists.
- C. Hit oftener and better.
- D. Develop sales program as carefully as production.



Appreciate Modern Design

USE IT INTELLIGENTLY
TO GET FAVORABLE
ATTENTION.

Consistency Pays

MAKE EACH
PROMOTION PIECE
RESEMBLE YOUR
FAMILY ANGLE.

Humor Packs a Punch



DON'T BE A SOUR
PUSS, BUT DON'T
BE TOO GAY!

Individualize Your Copy

MAKE YOURS DIFFERENT. DON'T
COPY COMPETITORS.
BE A LEADER!

Advertising

AIL



Be Different ²

FIND YOUR SIZZLE AND
DRAMATIZE IT! DON'T
COPY COMPETITORS'
LAYOUTS AND FORMS.

You must use **You** ¹⁰



Stop using I, we, our,
my, us and talk
about your hero
the customer!



Cut non-essentials ⁵

USE ABC. STYLE OF
PRESENTATION TO
MAKE STORY CLEAR.
CONCISE AND CON-
DENSED.

Kiss the babies ⁸



THAT IS: BE A
GOOD POLITI-
CIAN LEARN THE
RULES OF SELL-
ING STRATEGY.

Say it
simply ⁹

HIT STRAIGHT
TO THE POINT
AND AVOID
UNNECESSARY
DETOURS



FREE....

to Creative Advertisers



These two Idea Portfolios contain a gold mine of practical suggestions for the man seeking something different in direct mail. Packed in them are many interesting layouts, novel fold combinations and original die-cuts—ideas you can develop and apply in your own campaigns.

The pieces are all colorful, high attention-value literature, yet they are surprisingly economical to produce on these unusual stocks—Woodbine Duplex Enamel and Woodbine Duplex Post Card. The stock itself is two-colored—a different color on each side. This gives you a three-color job with one press run, four colors with two runs, and makes it easy to develop pieces that are refreshingly out-of-the-ordinary. There is wide variety of color combinations appropriate for different seasons, special occasions and for every type of product.

These Idea Portfolios can be genuinely helpful to you. They are yours for the asking. Please make request on your business letterhead.

★
**WOODBINE DUPLEX ENAMEL
and
WOODBINE DUPLEX POST CARD**

come in the following colors:
ORANGE and FAWN
EMERALD and GREEN
GOLDENROD and PRIMROSE
TURQUOISE and INDIA
GRAY and ROSE
SUNTAN and WHITE
*CANARY and WHITE
*BLACK and WHITE
*GOLD and BLUE
*RED and GREEN

* Not made in CARD STOCK

THE APPLETON COATED PAPER COMPANY

7041 Wisconsin Avenue, Appleton, Wisconsin

BABY CHICK FORMULAS

(Continued)

and prospects. Humor doesn't necessarily have to be funny. You can radiate good humor and friendliness in your copy and in your design. If you tackle the straight humorous appeal, you must be careful. Don't be smart-alecky. Don't be too gay . . . or inappropriately gay.

The funny papers still have the greatest "reader interest" (after the weather report). The humorous style of approach or the good-humored approach has demonstrated its effectiveness time after time. And yet the hatchery people, as a general rule, adopt a sourpuss expression in all sales promotion pieces. The next year may see a trend toward humor. Experiments may develop some horrible examples. But if the trend starts, it will indicate that things are on the right track.

7. Individualize Your Copy

Make yours different. Don't copy competitors. Be a leader!

That may seem like a repetition or a duplication of other formulas, but it should be considered as a separate formula. It corresponds to the (2) Be Different formula, but emphasis should be placed here on the words "individualize your copy."

Individualize the approach by hav-

ing the name and address of every logical prospect. Don't use the hackneyed and impersonal slap-in-the-face addressing style of "box holder, route so and so." If you are going to spend money for Direct Mail, at least know your prospects. Hundreds of hatchery people seem to have been sold on this box holder style of getting away from hard work. Another disturbing element noticed at the hatchery convention was the tendency among many hatcheries to use syndicated or stock-form promotion pieces. We will possibly be ostracized by some of the producers of these syndicated pieces . . . but in our opinion the syndicated idea is the bunk. They lack individuality and originality. They simply represent an easy way of avoiding work. They permit you to spend money easily.

Individualize your copy. Build your copy to represent *you* as an individual. Use more letters. Use more personal letters. Make your letters sound like you talk. Consider every mailing piece sent out as an individual approach and make it as close as possible to an individual personal approach.

Before we pass over this formula we should report on an interesting aftermath of the Convention. An advertising agency man who happened to be present at some of the Direct Mail Clinics, wrote a letter which read:

I don't like the kind of advice that is

being given by Mr. Hoke. Theoretically his counsel sounds good and he has the ability to be entertaining and even sensational. In practical application, however, I am sure that much of his advice is unsound. For instance, you know that it is not practical for a hatchery doing a drive-in local business to maintain a mailing list and address several thousand pieces of direct mail once a month. I have always advised boxholder mailing for that type of hatchery. Every boxholder is a potential purchaser of baby chicks and with the shifting of farmers each year every new-comer to a community will be reached with boxholder mailing. Furthermore, I firmly believe that a distinctive piece of advertising is just as effective addressed to "Boxholder" as addressed to John Smith. He made other suggestions that were equally impractical and I know that many others hold the same views as I do.

Reese Hicks sent copy of his answer and we quote the part pertaining to "boxholder."

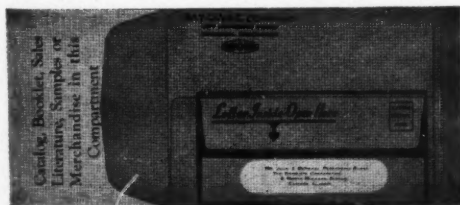
The use of the address "boxholder" has been widely condemned by the hatching industry as a whole. In fact, I think the majority of hatching people think it is bad business and lowers the dignity of the industry not to get the personal name and address.

As a fundamental rule of Direct Mail selling it is entirely wrong to not have an individual's address on literature you send out, even though it may consist of circulars of the plainest kind.

So I feel that Mr. Hoke's position is entirely justifiable. From my own experience, we have found here that if we even address the literature by filling in the addresses, etc., we get far better co-operation and replies than where we merely address it to the member or to his hatchery. We must personalize the matter to get results. I be-

Send a Sample With Your Quotation!

HELP YOURSELF TO INCREASED SALES Clip and Mail this Coupon Today!



CURTIS 1000 INC.

HARTFORD, CONN. ST. PAUL, MINN. CLEVELAND, O.
Gentlemen: Send us samples of MONO-POST Envelopes
and tell us more about increasing sales through use of
Two-Compartment Envelopes.

Name.....
Firm.....
Address.....

lieve the same is absolutely true of hatchery Direct Mail selling even if the man does a local business.

If a hatchery is purely local then it by all means ought to know customers. It is worse than an insult to have a neighbor within 40 or 50 miles and address him as *boxholder*.

And so it goes! Not everyone agrees with these Direct Mail formulas. We might even be forced to admit that some formulas won't work in every case. If the argument gets too tough, we'll simply refer the debaters back to formula (4) Be Sensible.

8. Kiss the Babies

That is, be a good politician. Learn the rules of selling strategy.

After examining the many hundreds of pieces of hatchery literature, it seemed that the majority of people engaged in writing hatchery advertising have not studied the simple rules of selling. We suggested that they read good books, such as Kenneth Goode's "How to Turn People Into Gold"—Kenneth Goode and Zenn Kaufman's "Showmanship in Business"—Borden and Busse's "How to Win a Sales Argument" and "How to Sell"—Robert Collier's "The Robert Collier Letter Book" and "What Makes People Buy" by Donald Laird.

You cannot write a good sales letter, a booklet, a folder or a catalog unless you know how to sell. I'm foolish enough to believe that just

because a man is a good artist or a good printer does not prove that he can design a folder which has a powerful selling appeal. I'd rather see a poorly designed folder with technically correct selling copy than an elaborate brochure dolled up to high heaven and lacking in selling punch. It would do a lot of people in the advertising business a lot of good to forget about highfaluting designs and to study the rules of politics and selling strategy. Learn a few simple rules for writing letters, such as "Picture, Promise, Prove, Push." Or it might be wise to follow Egner's simple and effective formula for mail order selling:

1. Headline to evoke desire as well as get attention.
2. Inspirational lead-in.
3. Definition of product.
4. Success story.
5. Testimonials and endorsements.
6. Special feature.
7. Statement of value.
8. Action closer.
9. P.S. Rephrasing headline.

Learn to sell. Learn to be a good politician or a good diplomat in selling. And then you won't have much trouble writing good sales letters . . . or any kind of sales literature.

You won't start a letter such as I saw at the Convention—"I don't believe that I have ever seen a year start out more favorably for —." Good salesmen don't start sales presentations with negatives. Good letter writers don't start letters with un-

necessary phrases, particularly those which wind up with "that,"—"I feel that"—"You will be glad to know that." Why not start with the word following "that?"

9. Say It Simply

Hit straight to the point and avoid unnecessary detours.

This formula, too, may sound like a repetition of some other formula, but it should be interpreted differently. We said it before . . . in person to person conversation . . . the hatchery people are straightforward, clean-cut and obviously sincere. When they write copy or write personal letters, they get involved in unnecessary detours.

For example: Let's take two letters written by hatcheries in answering general correspondence. Here's the first letter:

Dear Sir:

Your letter has been received and we are sorry to state that we cannot supply you with 500 White Wyandottes until April 21st as we have booked quite a few orders for them today and are sold out until that date.

Enclosed you will find our latest overlist. We are also returning your check which you sent us since we cannot fill the order on the date that you wanted them. We will be pleased to hear from you again at any time, and we are sorry to disappoint you on this order.

Why not state the case simply? Why address "Dear Sir" when an



GET CASH WITH ORDER with

CHECKVELOPES

**ORDER BLANK
BANK CHECK
REPLY ENVELOPE
All In One**

TRIPLE DUTY

Three forms in one! Make it easy to buy . . . easy to pay.
Ask for samples.

TENSION ENVELOPE CORPORATION
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

actual person signs the incoming letter? Why not inject good sales strategy into the answer? Here's a suggested revision:

Dear Mr. Name:

Thanks a lot for your good letter asking for 500 White Wyandottes. Business is really good. Demand for White Wyandottes has been so great—that we cannot possibly ship your order until April 21st. Since that is later than you planned, I'll hold your check undeposited until further word from you. If April 21st is too late, we'll return your check promptly. Hope you'll be able to wait for these too popular Wyandottes.

Sincerely,

P.S. Enclosing a copy of our latest over-list.

Now here's another letter:

Gentlemen:

Will advise we are booking you for 500 White Leghorns to be shipped on May 29th. We were sold out on the 22nd before we received your letter. As you know we did not reserve these for you. Will also advise that we are sold out of the New Hampshire Reds until June 5th.

We were unable to find an order sent in to us for White Giants. We are sold out of them until the 26th of May. If you can use them on that date please get in touch with us at once.

Thanking you, we remain,

Why so many "we's?" Why trite expressions like "will advise" and "thanking you, we remain?"

That letter shows that the writer was confused . . . without a definite plan in mind when the letter was started. Why not write simply . . . something like this?

Dear Mr. Jones:

Would May 29th be Okay with you for those 500 White Leghorns you wanted right away? May 29th is first possible shipping day on these too popular chicks.

I'll make a tentative reservation of 500 for you . . . so please confirm by return mail.

For your information—next shipping day for New Hampshire Reds will be June 5th. Next hatch of White Giants will be ready May 26th.

Your instructions will be followed carefully—and thanks a lot for your business.

Sincerely,

Our revisions may not be absolutely perfect . . . but the answers

THE REPORTER



AT YOUR PROSPECTS' *Personal Attention* YOUR LETTERS WILL GET OUTSTANDING RESULTS

The AUTO-TYPIST gives your letters that sharp-shooting directness that commands the attention of the recipient...because they are "aimed" at his interest.

• Today business must eliminate generalities and vagaries if profitable results are to be secured. Some of the country's most successful companies are providing daily, the effectiveness of AUTO-TYPED letters...for sales...collection...adjustment...follow-up...and routine work. • One AUTO-TYPIST will give you 200 letters per day (that's volume!)...and each one specifically "aimed" at the individual recipient (and that's sharp-shooting!)...all on your own typewriter—and it still leaves your operator ample time for her routine duties. • So, in one fell swoop you can banish the ineffectiveness of impersonal mailings...get the results of individually written letters...and save enough in dictating and transcribing costs to more than pay for your AUTO-TYPIST! • The coupon will bring you an AUTO-TYPED letter answering your specific inquiry together with completely descriptive literature on the AUTO-TYPIST



The Dual Selector
AUTO-TYPIST
is a brute for coverage...
it will accommodate 400
lines of material, which
can be keyed into any
number of paragraphs and
combinations of letters.
Eliminates dictation and
copying time...avoids
errors and erasures and
cuts typing cost by more
than 80%.



AUTO-TYPIST

610 N. CARPENTER ST. • CHICAGO
120 GREENWICH ST. • NEW YORK CITY

Letters as individual as your fingerprint

Show us the type
of work the AUTO-
TYPIST turns out
and tell us more
about how it can
serve us profitably.
No obligation on
our part.

COMPANY _____
TITLE _____
ADDRESS _____
CITY _____ STATE _____

are stated clearly and in more friendly fashion.

Our advice to the hatchery people is to hit straight from the shoulder. Hit straight to the point. Don't beat around the bush. Dramatize the product you have to sell. Prove why you have a good product. Tell what it will do to or for the people who buy your product. Use short words. Use simple words. Use familiar conversational expressions. Use testimonials. Don't use complicated and hard to understand sentences any more than you would use complicated and hard to follow layouts. Avoid unnecessary detours in all of your sales promotion program and in every individual sales promotion piece.

10. **You Must Use You**

(The most important of all.)

This simply means that you (the copywriter) must adopt the style of

talking about *you* (the other fellow). Stop using I, we, our, my, us—and talk about *your hero*—the customer or the prospect.

Most hatchery advertising . . . too much of all advertising . . . is written from the selfish viewpoint of the over-exuberant advertising man. He is so embroiled in his own self glorification, that he writes about *himself* and *his* product and *his* company and fails to write about the other fellow.

We can show folder after folder, letter after letter, booklet after booklet, catalog after catalog, paragraph after paragraph, page after page . . . chuckfull of we, our, my, us, I. Remember the introductory page of a booklet which contained 42 of these personal pronouns in 37 lines of copy. And that was not an exaggerated case.

This advice may be hard to follow. It is difficult to get away from the I's, we's, my's. Sometimes it is even

necessary to use them. The rule has to be applied with good sense. But if you can once get into the habit of using *you*, your copy will improve.

Would you like to get a shock? Right this minute drop this magazine, take out of the file the last 25 personal letters you dictated or wrote. Take a blue pencil and underline every I, we, our, my, us. Count the total for each letter and place the figure at the bottom of the sheet. Total the number of selfish, one-sided expressions in the 25 letters . . . and *you'll be surprised*. You'll be blushing. You'll be shocked. You'll change your style.

* * *

Okay, there you are! You have the ten basic fundamental formulas for better Direct Mail Advertising for the Hatchery Business. Those basic formulas can be applied to nearly every business. There may be other formulas. Our show-wise friends will realize that we constructed the exact



GIVE THEM

"Sudden Service" with **MERCURY PRODUCTS**

MERCURY-LITH ROLLERS FOR YOUR MULTILITH

A scientifically designed roller that increases the speed and quality of your work. Gives the perfect ink distribution that is so necessary for clean and sharp work.

MERCURY-LITH BLANKETS FOR YOUR MULTILITH

The extremely smooth surface of a Mercury-Lith Blanket aids you in turning out crisp, sparkling jobs. Cut to fit your press, and reinforced ends for extra long service.

MERCURY-GRAPH ROLLERS FOR YOUR MULTIGRAPH

These high-quality rollers combine excellent ink distribution, durability and economy of operation. You will be highly delighted with their remarkable performance.

D. M. Rapport
President

RAPID ROLLER CO.

Federal at 26th
Chicago, Illinois

number 10 for purposes of demonstration. A book could be written on each formula. In fact, the 10 formulas themselves are simply a condensed rearrangement of a somewhat famous Direct Mail Course.

Your reporter presents these formulas in a spirit of helpfulness. Play around with them. Shuffle them up. Start at 1 or 10 or in the middle. Change the wording if you will . . . so that when you get to using all

the formulas in your own Direct Mail, the synchronized result will spell more of . . . whatever it is you are trying to sell.

. . . "30" . . .

P.S. Board of Directors decided to hold next Baby Chick Convention in New Orleans . . . during July 1942 . . . and to continue Direct Mail Clinics along same lines. Will Manager Fay Thomas please make an early reservation of a nice air-conditioned room in his Roosevelt Hotel?

SCENTS IN DIRECT MAIL

When the postman called at *The Reporter* offices a few mornings ago, he left behind him a permeating odor of perfume. We couldn't understand what had caused the sudden change in the air, until we came to an attractive yellow envelope with red typewriting for the address. It was unmistakable. The perfume was coming from that yellow envelope. Inside was a letter from Lewis Kleid . . . the 36th in the series of mailings for the by-now famous Kleid Idea File. A beautifully designed special letterhead said that this item was about "adding Scents to your direct mail." The letter is so interesting, and it contains so much factual material that we are glad to reproduce most of it here.

Only a dozen years ago new oilcloth reeked of castor and linseed oils; rubber goods had a distasteful odor; and after the painter departed, the aroma lingered

on for days. But the world is becoming more fragrant thanks to the perfumer chemist who, with over 1,000 aromatic materials in his laboratory, is selling merchandise by making overtures to your sense of smell. Your direct mail, too, can appeal to the nose as well as the eye. For example:

Helena Rubinstein's "Apple Blossom" was mixed in the ink used in printing an advertisement of it. . . . The *Chicago Tribune* saluted the national florists' convention with an advertisement illustrating a bunch of roses and perfumed to smell like living blossoms. . . . A fire insurance company sent out blotters which smelled like fire-gutted homes, and business doubled. . . . A bakery, during Lent, impregnated its advertisements with the smell of hot cross buns. . . . An invitation to a mountain resort contained the nostalgic scent of pine trees. . . . The Spice Mill, a house organ, is redolent of cinnamon and cloves. . . . A bottle cap manufacturer mails a blotter a month printed with flowers in full color and scented with appropriate perfumes. . . . and here are just a few of the innumerable scents available: mint, orange, chocolate, leather, locust blossom, new mown hay.

How To Do It: Perfumes can be sprayed

on printed matter automatically as it comes off the press—can be mixed with the printings inks (both have an oil base)—or sprayed individually with a hand atomizer.

It is important to remember that coated stocks are not satisfactory. For best results, use an absorbent paper. When printing with perfumed inks, it is desirable that up to 70% of the area be covered with tint blocks or bendays and that the pieces be wrapped in wax paper carefully or mailed within 48 hours. Synthetic perfumes cost as little as \$2.00 per lb. and when dissolved in a solution of 20% perfume and 80% water, the cost is modest.

"It Floored Me"

That is the very appropriate heading used on the joke page in *Bruce Magazine*, the very excellent house magazine of the E. L. Bruce Company, Memphis, Tennessee . . . manufacturers of hardwood floorings. Most of the jokes on the "It Floored Me" page are good, but we'll quote only one, since it ties in with the main topic of this issue. (Next page.)

Tie DIRECT MAIL PACKAGES faster BY MACHINE!

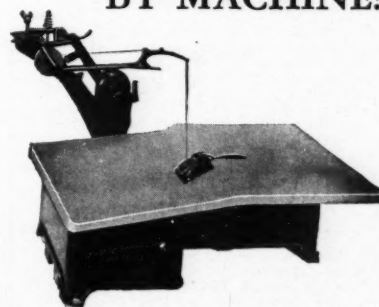


Figure your savings—in lower costs and faster production—by using the modern Saxmayer Tyer! Model shown here is ideal for mailing departments. One operator at this Saxmayer machine can do the work of 3 or 4 expert hand tyers—more neatly and firmly, too. Ties stacks of envelopes in less than a second. Completely automatic—no levers to operate. Occupies little more space than a typewriter. The perfect answer for Sec. 562 P. L. & R. mailings. Write for more details or Free Trial. National Bundle Tyer Co., Blissfield, Mich. Agents in all cities.

SAXMAYER
Saves Half
Your Twine and Tying Time

The Postman DOESN'T Always Ring Twice!

for Results



McGraw-Hill
DIRECT MAIL LIST SERVICE

WITH changes in mailing addresses increasingly frequent, the 98% guaranteed accuracy of McGraw-Hill mailing lists is assurance that your campaign will reach the right prospect at the right address at the right time.

Hundreds of thousands of questionnaires yearly, plus personal checking by a nation-wide field staff, are supplemented by McGraw-Hill's exclusive list building resources.

Twenty-one basic mailing lists blanket the active buyers in practically all major industries. Mailings may be made over ready-to-use lists or selections compiled to fit your exact specifications. Write for information today.

DIRECT MAIL DIVISION


McGraw-Hill Publishing Co., Inc.

330 West 42nd Street

New York, N. Y.

Which will you have?

NAMES . . . **or PEOPLE**



Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU
(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston

"Page 66 Was Worth \$20,000 To Us!"

"Thank you for the \$20,000.00," wrote W. F. Rehbock of the Foley Mfg. Co. of Minneapolis. "You probably have no record of sending us \$20,000.00, but about two weeks ago you sent us the ROBERT COLLIER LETTER BOOK."

"We made a test along the lines suggested by Mr. Collier and we were amazed to find that we increased the pull of our letters 50%! That is, why we know you sent us \$20,000.00!"

THE ROBERT COLLIER LETTER BOOK

Robert Collier has sold and is now selling millions upon millions of dollars worth of all manner of products by mail. From books and magazines to silk stockings and shirts, from coal to printing machinery, he has shown all manner of concerns how to successfully market their products by mail.

And now he has put into one big book all of his most successful letters, all his tested and proven methods. "No book I have ever read on selling equals the Collier Letter Book," wrote C. L. Vancenburg of Seattle. And hundreds have echoed the same sentiment.

SEND FOR IT!

Just your name and address, on your own letterhead, will bring you the ROBERT COLLIER LETTER BOOK for a week's free examination. The price? \$3.98—if you decide to keep it. But you can read it for a week—FREE—if you send for it at once.

The Reporter

17 East 42nd St., New York City

"How come you in jail, Sam?"
"Jes for throwin' rocks outa de neighbor's yard into mine."
"What's wrong wid dat?"
"Dese was Plymouth Rocks."

Flattering the Customer

Transcontinental & Western Air, Inc., is using a good stunt to flatter customers.

After leaving Kansas City, *this reporter* went over to Des Moines to talk before the Advertising Club. After lunch, our old friend, Arthur Brayton, now heading the Convention Bureau of that city, drove us out of town about 50 miles so that we could catch the Streamliner to Chicago. Anxious to get back to New York after a ten day trip, we accepted reservations on the first plane we could get out of Chicago. That plane happened to be the new Stratoliner on one of its first flights. All passengers were asked to sign a neatly printed register card . . . with the promise that they would receive a certificate memorializing an historic event.

In due course we received from the main office in Kansas City, Missouri, a beautiful three-color membership certificate with our name printed above the following message:

Having traveled in the first commercial transport designed to fly at altitudes of approximately three and one-half miles is hereby awarded membership in the Stratoliner Club and is entitled to this certificate as one of a small group of distinguished air travelers who have participated in the historical development of the science of upper-altitude flight.

There is a gold seal with blue ribbons. The date of the flight is imprinted beneath the seal. A small membership card (also individualized and in the same air-brush design of the certificate) was enclosed.

An individually typewritten letter signed by Jack Frye, the President, read as follows:

Dear Mr. Hoke:

It is my pleasure to welcome you to the Stratoliner Club, and to send you the en-

closed certificate, as well as your pocket membership card.

Your request for membership indicates your interest in the development of modern air travel and, I believe as aviation continues to progress you will find this Stratoliner certificate an interesting memento of your flight in the first "over-weather" transport airplane.

Your patronage is greatly appreciated and we are looking forward to the privilege of serving you frequently in the future.

Sincerely

JACK FRYE (Signed)

That is good selling strategy. Why don't more business people spend more time figuring ways to thank customers for their business. Incidentally, that Stratoliner flight from Chicago was the smoothest air passage we've ever experienced. No bumps or shocks and glory-be . . . no trouble with the ears.

Departmental Stationery

How many of you readers of *The Reporter* use different kinds of stationery (letterheads mostly) for various departments of your business? Several people have asked us lately for more information about this practice. We know of three or four companies who have specially designed letterheads for each product or each division of the sales department. Those who work this way are asked to send specimens to *The Reporter* . . . for a further report on subject.

Advertising on Envelopes

We are always watching for good examples of appropriately placed advertising on the backs of envelopes. Latest good example comes from the British American Oil Company, Limited, Toronto, Ontario, Canada. Back of envelope stresses "New Autolene Oil . . . Safer—Lasts Longer."

As a general rule, and for general correspondence, there is no reason in the world why the back of the envelope should not be utilized to put across a slogan or to emphasize a special product. *The Reporter* would like to see other good examples.

THE REPORTER

Well Rounded

Here's an interesting report from Homer W. Gardner, Secretary of Thrift Incorporated, 318 Fifth Avenue, Des Moines, Iowa.

I have been reading so much about "trick" pieces of direct mail or unusual pieces and wonder what it is all about. I believe that unless the postoffice department objects to it, most any odd piece can be used just so it attracts attention to the point of being read.

We desired to explain to our borrowers that we had a real rounded service. How better could we have told them of it other than sending them circulars like the one enclosed? It was well received, it was well read and it helped with our loan volume. The only kind of complaint that we had was from the mail carriers who said they didn't tie up well in their packages, but they went out just the same and 5,000 of them did attract attention.

If the mailing piece does the job we want, why try and be old-fashioned or conventional?

REPORTER'S NOTE: The sample referred to was a circular printed on a circular sheet of paper, with four blocks of copy running around the outside margin and a diamond shaped piece of copy in the center. It was folded twice into a self-mailer sealed with a precancelled stamp. Appearance of the folded piece was, of course, the equivalent of a quarter segment of a circle, with two straight edges and the third round.

Two Good Ideas

The Summer of 1941 developed two excellent ideas concerned with *helping salesmen*.

J. B. Ford Sales Company, Wyandotte, Michigan, deserves a Gold Palm for the *advertising box* supplied to members of their sales force. The box, made of wood, measures 21" x 15" x 8" and weighs about 30 pounds when empty. It is dust proof . . . and designed for use in the trunk of salesmen's cars. Correctly placed partitions permit each salesman to carry his own particular selection of circulars, blotters, large direction

booklets, sales helps and gadgets. Space is sufficient for a full supply of sales helps for at least a ten day trip away from headquarters. Since Wyandotte salesmen call on many different types of industries . . . their sales promotion literature covers a wide range.

These new boxes mean . . . no rumpled edges . . . no spoilage of valuable printed material.

It's good to see a company like J. B. Ford take this step to make salesmen and dealers appreciate the importance and value of the Direct material offered.

* * *

The other Gold Palm should go to Merck & Co. Inc., 161 Sixth Avenue, New York City, for a printed gesture which will undoubtedly build good-will. W. H. Jones, Assistant Advertising Manager, reports that "the parade of perspiring, brow-wiping salesmen visiting our offices during the hot summer months, prompted the Advertising Department to develop a friendly token of our appreciation of their efforts in our behalf."

Every salesman who visits Merck & Co. now receives a gift package of Merck Zinc Stearate Toilet Powder. Wrapped around the regular size trade package is a special printed label which reads as follows:

Order Or No Order . . .

A salesman's job is not an easy one, especially during the hot, summer months. May we suggest the use of Merck Waterproof Toilet Powder to help relieve chafing due to excess perspiration. It forms a soft, dry film over sensitive skin, protecting it from irritation.

Sprinkle a little in your shoes to soothe burning feet. It will add spring to your step and give you more "mileage" during your selling day.

Please accept this tin of Merck Waterproof Toilet Powder with our compliments—and call again.

The Coca-Cola Company of Atlanta, Georgia, has for long served a cool bottle of Coca-Cola to all salesmen visiting the general offices.

These efforts could well be classified "Direct Advertising" . . . because every salesman so treated becomes a talking ambassador of good-will for the company which has treated him kindly.

Remember Montreal . . . And Be There

Just before this issue went to bed, we received a long report from Spaulding Black who is Chairman of the 24th Annual Convention of the Direct Mail Advertising Association. Spaulding reports that the program is coming along nicely and will be ready for printing in the next issue of *The Reporter*. All of the D.M.A.A. members in Canada are working at top speed to make this a memorable event.

We understand from D.M.A.A. headquarters that entries for the Direct Mail Leaders are coming in in unprecedented numbers. Perhaps more people are after the valuable silver cups which have been added to the list this year.

We've been asked to remind D. M. A. A. members that the Annual Business Meeting of the Association will take place on Wednesday evening, October 8th, at 5:30 P.M. at the Mount Royal Hotel, Montreal, Quebec.

Speaking of Humor

You should see the latest two booklets issued by Pitney-Bowes Co. of Stamford, Connecticut. When the serious-minded members of the Postage Meter Company go in for humor . . . and stick to it consistently for a year or more . . . there must be something to this idea of using appropriate humor in Direct Mail. Will some of the people who thought that the D.M.A.A. "Showmanship" Convention in Cleveland (1938) was too, too extreme and ridiculous . . . please go jump in the lake.

MAXIMUM VISIBILITY

NO SQUINTING
NO EYE STRAIN
NO EYE FATIGUE

with
Formula 217

After all, stencil operators are only human! Give them better materials and they'll do better work. With this improved stencil texture, it's so easy to get cleaner, sharper, blacker copy. And longer harder wear. Economical!

Plus...the patented advantages of Tempo Film, Formula 217 is matchless! No wonder more operators prefer it and more dealers stock it every day. Try it

MILO HARDING COMPANY

439 W. Pico Blvd., Los Angeles, Cal.
515 Commonwealth Annex, Pittsb'gh, Pa.

FORMULA 217 sounds like the stencil we want. Send samples for _____

(Duplicator)

PIN TO YOUR LETTERHEAD AND MAIL



**MONEY FOR YOUR
LISTS**

You *don't* sell your valuable names. But RENT them for handsome royalties to non-competitive businesses. Material is addressed and mailed by you at your Postoffice. If you can use increased income write today for details.

JAMES E. TRUE ASSOCIATES
117 East 29 Street New York City

"IT'S A TRUE LIST"

**Speaking of Miniatures, Die
Cuts and Trick Folds**

If some of you readers of *The Reporter* are unfortunate enough not to be on the mailing list of the Strathmore Paper Company, West Springfield, Massachusetts . . . for Pete's sake, get your name put on the list by writing to Cy Norton or Al Gibney. And this isn't an advertising plug! We promised sometime ago to tip all of you off to all examples of good merchandising. Strathmore is mailing a series of monthly portfolios. Most of them contain trick and novel miniatures showing what can be done with larger sized letterheads, folders, etc. Many of the portfolios contain fine ideas for trick folds and for appropriately placed die-cuts with two-tone paper. Those portfolios should be in the Idea File of every creative Direct Mail user. 19,500 of these portfolios are mailed every month . . . so there ought to be room on the list for a few more readers of *The Reporter*.

House Magazine Trend

Two especially important pieces of mail dropped on the desk of this reporter during the month of July. They revealed an interesting trend.

One was the latest issue of "Northern Lights," the house magazine of the Northern Paper Mills, Green Bay, Wisconsin, manufacturers of paper towels and tissues. These folks have been getting out a small sized "Northern Lights" for several years and it has been so successful that they have now decided to put more of their appropriation into the use of the house magazine. The new issue is increased in size; has a varnished cover and is dressed up in such modern style, that at first glance we thought it was a new issue of Higdon's Phoenix Flame.

Other piece of mail was the special National Defense Issue of Iron News, the house magazine of the Mystic Iron Works and New England Coke

Company. 28 pages, 7 1/2" x 10 1/4". Cover in four colors. Two colors used throughout all pages . . . but there are twelve four color Kodak-chrome reproductions.

These two pieces of mail seem to indicate that business men have learned a lesson. They are going to continue to maintain and build goodwill through the mails, so that when the emergency is over, there won't be too many broken customer contacts.

The Reporter intends to make a survey on this subject in the near future . . . and will report further.

**Likes Dugdale Program
(In June 1941 Reporter)**

You have my heartiest thanks and sincerest congratulations for publishing George Dugdale's article "Wanted: A Rating Bureau of Mailing Lists." Dugdale has put his finger on one of the most troublesome spots of direct mail advertising and selling, as well as fund-raising.

The best appeal in the world will be a total flop unless it is sent to the right people. Anyone with experience has learned that it isn't enough to know whether a list is composed of people financially able to give—other information is essential. But try and get it!

When information concerning lists is organized in some such manner as Dugdale recommends, mailers can begin to move from the tallow candle to the fluorescent era of planning their campaigns. Dugdale has pointed the way. You have given us the benefit of his thoughts. I hope that everyone concerned with improving direct mail will lose no time in following your combined leadership.

THEODORE O. YODER, *Financial Secretary*, National Society for the Prevention of Blindness, New York City,

REPORTER'S NOTE: This was first reaction to Dugdale suggestions. Others will follow. Let's have an open forum on the subject in an early issue of *The Reporter*. Send us your ideas.

SURPRISED? Not a word about a "certain subject" in this issue. But, IT is not forgotten. New evidence piling up daily. Will give brief report next month, but watch your daily newspapers. Also next month . . . full report on D.M.A.A. Montreal Convention plans, and a survey on how and why Direct Mail is being used to maintain customer good will during a period of disrupted selling and delivery. Incidentally, give us your knocks, pats or other reactions on the Baby Chick report.

THE REPORTER

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.
Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

HOW IS YOUR COLOR BEHAVIOR?
We Specialize On Color In Advertising.
BOWSER SERVICE CORPORATION
51 Madison Avenue New York

ADVERTISING SERVICE

Check up on your advertising FREE! Are you getting the results that you have a right to expect? Find out NOW how you can increase sales and lower selling cost. Send samples of your advertising for frank, friendly and constructive analysis of selling power from prospect's point of view. Complete report with helpful suggestion mailed promptly without cost or obligation. Send it to: Dudley V. Cassard, Mail Sales Counsellor, 249 Wholesale Terminal Bldg., Los Angeles, Calif.

COMING CONVENTIONS

Authentic record of coming conventions and expositions everywhere. Gives meeting places, dates, secretaries' names and addresses for 18,500 annual events. Price \$15 a year. A splendid list of top quality executives for direct mail campaigns. Descriptive folder R-3 on request.

WORLD CONVENTION DATES.
330 West 42nd St., New York, N. Y.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTER GADGETS

Will wake up those sleepy letters and keep them out of the waste basket. Your waste basket letters can't sell for you, and require just as much postage. Have you seen the new Strip-O-Gram, the Infra-See secret paragraph letter and the new Pop-Ups? If you haven't seen my new 10-page catalog, write for it—

A. MITCHELL
326 N. Michigan Ave., Chicago, Ill.

Best Booklet of the Month

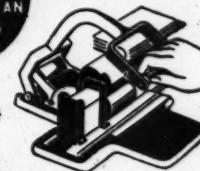
Out in Kansas City, we picked up the best educational booklet we've seen in a long, long time. Issued by the Midland Radio and Television Schools, Inc., Power & Light Building, Kansas City, Missouri. If you are interested in good copy, good layout and expert presentation throughout, drop a note to G. L. Taylor, President, and with all your power of super-salesmanship, try to induce him to send you a complimentary copy of the booklet entitled "Radio . . . The Voice of the Air-lanes."

The Midland School is doing a bang-up job of training radio men for airports and airlines. Booklet tells of sensational success of this Kansas City undertaking. Get this booklet and study it. Study the layout. Study the copy. It follows all the formulas. Taylor, Souther, and all the other people responsible for this production . . . deserve sincere congratulations.

\$17.50

LOWEST PRICE
EVER PUT ON AN
ADDRESSING
MACHINE

NO MORE TIRESOME
HAND ADDRESSING



To advertise ELLIOTT ADDRESSING MACHINES, which print addresses from typewriter sten-ciled Plastikote Address Cards instead of heavy, costly metal address plates, Elliott has produced the ADDRESSERETTE, a \$17.50 addressing machine. It is as fast and works on the same principle as addressing machines that until now have sold for \$75.00 and up. Clubs, Lodges, Associations, Churches, Small Stores and Offices—any one who wants to save time and the labor and bother of hand or typewriter addressing—will find the ADDRESSERETTE what they have long wished for. Write for illustrated folder.

THE ELLIOTT COMPANY
127 Albany Street, Cambridge, Massachusetts
[Price Denser West, slightly higher]

House Organs

The Copperweld Magazine is one of our productions.

Write for Information.

William Feather
540 Caxton Bldg., Cleveland, O.

Advertising

Use

SUPERIOR MANIFOLD

(25" Rag)

White and 9 Colors

Cockle and Smooth Finish

• Send for Sample •

ESLEECK MANUFACTURING CO. TURNERS FALLS, MASS.

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00

Special Two Year Rate \$5.00

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Fill out coupon. Paste on Post Card. We will bill you later.

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Subscription to
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FALCO

WASHUP ATTACHMENT

For Multilith Inking Rollers



PRESS SIZE 10 X 15½"

**CLEANS THE INKING ROLLERS QUICKLY AND THOROUGHLY
WITHOUT REMOVING THEM FROM THE PRESS**

Simply hook attachment to rod No. 1642 — equalizing bar for ductor roller arms — and press forward against No. 1655-A1 oscillating roller which is covered with bakelite, (scraper is made of fibre and will not injure bakelite). Pour on a little roller cleaner; apply it a few times until all cleaner and ink are deposited in pan. No streaks of ink and solution are left as frequently happens when rollers are cleaned by hand. **SAVES TIME, RAGS, HANDS, SOLVENT AND ROLLERS.**

Price \$12.50 each

PAYS FOR ITSELF IN A SHORT TIME

SOLE AGENT

THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870)

DIVISION - GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE - NEW YORK

Boston Chicago
San Francisco

Cincinnati
Fort Worth

Cleveland
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Philadelphia
Toronto, Canada

St. Louis

